

## ORDER



Orders	Order / Rev:	67536
	Alt Order #:	09849681
	Product Desc:	OBAMA FOR AMERICA
	Estimate:	2174
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	CIA - O

	<b>CBS 47</b>
Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Greer Margolis Mitchell</b>
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	Presidential Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$5,825.00	\$4,951.25
10/29/12	10/29/12	5	\$1,010.00	\$858.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$5,825.00	\$4,951.25	0.00
November 2012	5	\$1,010.00	\$858.50	0.00
<b>Totals</b>	<b>22</b>	<b>\$6,835.00</b>	<b>\$5,809.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

CBS 47	28%	\$6,835.00
Market	100%	\$24,410.71

### Competitive Share

CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	72%	\$17,575.71
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	10/23/12	10/29/12	Action News @ 6a Action News @ 6a	CM	6:30 AM-7:00 AM	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
ACTION NEWS @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	MTWTF--	2		\$40.00	0.00							
2	WTEV	10/23/12	10/29/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
EARLY SHOW															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTEV	10/23/12	10/29/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$35.00		0.00						
3	WTEV	10/27/12	10/27/12	CBS This Morning Saturd Saturday Early Show	CM	8:00 AM-10:00 AM	-----S-	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
SATURDAY EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$40.00		0.00						
4	WTEV	10/23/12	10/29/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	2	\$230.00	P-3	0.00	NM	2	\$460.00
ACTION NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$230.00		0.00						
5	WTEV	10/28/12	10/28/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
CBS SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$300.00		0.00						
6	WTEV	10/23/12	10/29/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
ACTION NEWS @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$200.00		0.00						
7	WTEV	10/23/12	10/29/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
ACTION NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$200.00		0.00						
8	WTEV	10/23/12	10/29/12	CBS Evening News CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$300.00		0.00						
9	WTEV	10/27/12	10/27/12	Sa Action News @ 6p Sa Action News @ 6p	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
ACTION NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$225.00		0.00						
10	WTEV	10/28/12	10/28/12	Su Action News @ 630p Su Action News @ 630p	CM	6:30 PM-7:00 PM	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
ACTION NEWS @ 630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$100.00		0.00						
11	WTEV	10/23/12	10/29/12	M-F 730p M-F 730p	CM	7:30 PM-8:00 PM	MTWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
TWO AND A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$250.00		0.00						
12	WTEV	10/23/12	10/23/12	Tue Reg 2 Tue Reg 2	CM	9:00 PM-10:00 PM	-T-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
NCIS: LOS ANGELES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$3,000.00		0.00						
13	WTEV	10/23/12	10/29/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	MTWTF--	:30	2	\$220.00	P-3	0.00	NM	2	\$440.00
ACTION NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$220.00		0.00						
14	WTEV	10/28/12	10/28/12		CM	11:00 PM-11:35 PM	-----S	:30	1	\$220.00	P-3	0.00	NM	1	\$220.00

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				Su Action News @ 11p											
				Su Action News @ 11p											
				ACTION NEWS @ 11/SPORTS360											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$220.00		0.00			
													Totals	22	\$6,835.00